SEARCHER: _JRD_

SERIAL #: _09/520123_

ACCESS #: _97478_

INTERVIEW DATE: _6-26-2003_

OR

E-MAIL DATE: _____

(ATTACH E-MAIL)

☑ EXAMINER NOT AVAILABLE

☐ SRF SUFFICIENT

This form is used to provide supplementary information and clarify search requests.
Questions that are clearly answered on the Search Request Form need not be repeated.
WRITE ADDITIONAL NOTES ON REVERSE.

QUESTION	✔ if on SRF	NOTES
PRELIMINARY STRATEGY Appropriate? Too Broad/Narrow? Good Example from Examiner's Search Results?	✔	
NOVELTY Which concepts must be covered for a reference to be useful?	✔	
APPLICATIONS How will this invention be applied? On which (if any) subject area or application should search focus?	✔	
KEY TERMS Terms of Art/Acronyms/ Professional Jargon Synonyms Terms to avoid	✔	
DATABASES Foreign Patents Internet Search (recommended search engines or websites)	✔	
RESULTS FORMAT Y N Tagged? Y N Highlighted? Y N Include Inventor Search (if no valuable results) ?	✔	
DATE What date would you like to use to limit the search?	✔	Priority Date: _____ Other Date: _____

Search Chronology

Date Searcher Picked Up: _____

Date Completed: _____

Searcher Prep & Review Time: _____

Online Time: _____

Clerical Prep Time: _____

Type of Search

NA Sequence (#) _____

AA Sequence (#) _____

Structure (#) _____

Text _____

Litigation _____

Patent Family _____

Other _____

Vendors and cost where applicable

STN _____

Dialog _____

Questel/Orbit _____

Lexis/Nexis _____

Sequence Systems _____

WWW/Internet _____

Other (specify) _____

06/03/2003

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? show files
File  15:ABI/Inform(R) 1971-2003/Jun 26
         (c) 2003 ProQuest Info&Learning
File  16:Gale Group PROMT(R) 1990-2003/Jun 25
         (c) 2003 The Gale Group
File 148:Gale Group Trade & Industry DB 1976-2003/Jun 25
         (c)2003 The Gale Group
File 160:Gale Group PROMT(R) 1972-1989
         (c) 1999 The Gale Group
File 275:Gale Group Computer DB(TM) 1983-2003/Jun 26
         (c) 2003 The Gale Group
File 621:Gale Group New Prod.Annou.(R) 1985-2003/Jun 24
         (c) 2003 The Gale Group
File   9:Business & Industry(R) Jul/1994-2003/Jun 25
         (c) 2003 Resp. DB Svcs.
File  20:Dialog Global Reporter 1997-2003/Jun 26
         (c) 2003 The Dialog Corp.
File 476:Financial Times Fulltext 1982-2003/Jun 26
         (c) 2003 Financial Times Ltd
File 610:Business Wire 1999-2003/Jun 25
         (c) 2003 Business Wire.
File 613:PR Newswire 1999-2003/Jun 25
         (c) 2003 PR Newswire Association Inc
File 634:San Jose Mercury  Jun 1985-2003/Jun 25
         (c) 2003 San Jose Mercury News
File 636:Gale Group Newsletter DB(TM) 1987-2003/Jun 24
         (c) 2003 The Gale Group
File 810:Business Wire 1986-1999/Feb 28
         (c) 1999 Business Wire
File 813:PR Newswire 1987-1999/Apr 30
         (c) 1999 PR Newswire Association Inc
? ds
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Set	Items	Description
S1	8239	FIRST()PRICE OR OPTION()PRICE
S2	5612	SECOND()PRICE OR USE()PRICE? ?
S3	1917	TWO()PRICES
S4	9001	USE()RIGHT? ? OR USAGE()RIGHT? ?
S5	202329	(BUNDL? OR GROUP OR CLUSTER)(S)(CONSUMER? OR CUSTOMER? OR -CLIENT? OR SHOPPER? OR BUYER? OR USERS)(S)(DATABASE? OR DATA(-)BASE? OR SERVER? OR DBMS OR ORACLE OR SQL OR WAREHOUSE? OR S-TORAGE OR STORING)
S6	14177	(SAMPLE OR SAMPLING OR RANDOM?)(3N)(GROUP OR BUNDL? OR CLU-STER)
S7	7011538	PRICE
S8	1970835	VOTE? OR VOTING
S9	0	(S1:S3)(S)S4(S)S5(S)S6(S)S7(S)S8
S10	0	(S1:S3)(S)S4(S)S5
S11	0	(S1:S3)(S)S4
S12	0	S4(S)S5(S)S6(S)S7(S)S8
S13	20	S4(S)S5
S14	0	S4(S)S5(S)S6(S)S7
S15	1	(S1:S3 OR S7)(S)S4(S)(S8 OR ELECTION)
S16	47288	S7(S)S8
S17	0	(S1:S3 OR S7)(S)S5(S)S6(S)(S8 OR ELECTION)
S18	21	S13 OR S15 *(l... all)*
S19	12	S18 NOT PY>1999 /
S20	9	RD (unique items) *(l... all)*
S21	1	(S1:S3)(S)(S5 OR S6)(S)S8

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?
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? show files
File  13:BAMP 2003/Jun W1
         (c) 2003 Resp. DB Svcs.
File  75:TGG Management Contents(R) 86-2003/Jun W3
         (c) 2003 The Gale Group
? ds

Set      Items    Description
S1        380     FIRST()PRICE OR OPTION()PRICE
S2        256     SECOND()PRICE OR USE()PRICE? ?
S3        102     TWO()PRICES
S4        291     USE()RIGHT? ? OR USAGE()RIGHT? ?
S5       3240     (BUNDL? OR GROUP OR CLUSTER)(S)(CONSUMER? OR CUSTOMER? OR -
                  CLIENT? OR SHOPPER? OR BUYER? OR USERS)(S)(DATABASE? OR DATA(-
                  )BASE? OR SERVER? OR DBMS OR ORACLE OR SQL OR WAREHOUSE? OR S-
                  TORAGE OR STORING)
S6        782     (SAMPLE OR SAMPLING OR RANDOM?)(3N)(GROUP OR BUNDL? OR CLU-
                  STER)
S7      73540     PRICE
S8      11798     VOTE? OR VOTING
S9          0     (S1:S3) AND S4 AND S5 AND S6 AND S7 AND S8
S10         0     (S1:S3) AND S4 AND S5
S11         1     (S1:S3) AND S4
S12         0     S4 AND S5 AND S6 AND S7 AND S8
S13         4     S4 AND S5
S14         0     S4 AND S5 AND S6 AND S7
S15      3785     S7 AND S8
S16       120     S15 AND (S5:S6 OR S1:S4)
S17        12     (S1:S3 OR S7) AND S4 AND (S8 OR ELECTION)
S18         0     (S1:S3 OR S7) AND S5 AND S6 AND (S8 OR ELECTION)
S19        23     (S1:S3 OR S7) AND S6 AND (S8 OR ELECTION)
S20      4665     S7 AND (S8 OR ELECTION)
S21       120     RD S16 (unique items)
S22        40     S11 OR S13 OR S17 OR S19
S23        39     RD (unique items)
S24        24     S23 NOT PY>1999
S25        24     RD (unique items)
?(t25/3,k/all
```

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 25/3,K/1      (Item 1 from file: 13)
DIALOG(R)File  13:BAMP
(c) 2003 Resp. DB Svcs. All rts. reserv.

1149219    Supplier Number: 02295525 (USE FORMAT 7 OR 9 FOR FULLTEXT)
Canada: Commercializing Intellectual Property Through Strategic Alliances:
    Legal and Commercial Considerations: Part 2 of 2 parts
(Companies using strategic alliances to commercialize intellectual property
    can focus on core competencies to improve competitive edge, and offer
    increasingly complex solutions to the market)
Article Author(s):  Card, Duncan Cornell, BA (Hon), LLB, LLM
Mondaq Business Briefing - Davies, Ward & Beck, Canada, p N/A
November 16, 1999
DOCUMENT TYPE: Report
LANGUAGE: English  RECORD TYPE: Fulltext; Abstract
WORD COUNT: 1657

  (USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:
...6 Limitations:
```

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? show files
File 350:Derwent WPIX 1963-2003/UD,UM &UP=200340
        (c) 2003  Thomson Derwent
File 344:Chinese Patents Abs Aug 1985-2003/Mar
        (c) 2003 European Patent Office
File 347:JAPIO Oct 1976-2003/Feb(Updated 030603)
        (c) 2003 JPO & JAPIO
File 371:French Patents 1961-2002/BOPI 200209
        (c) 2002 INPI.  All rts. reserv.
? ds
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Set	Items	Description
S1	31	FIRST()PRICE OR OPTION()PRICE
S2	47	SECOND()PRICE OR USE()PRICE? ?
S3	12	TWO()PRICES
S4	811	USE()RIGHT? ? OR USAGE()RIGHT? ?
S5	1518	(BUNDL? OR GROUP OR CLUSTER)(S)(CONSUMER? OR CUSTOMER? OR –CLIENT? OR SHOPPER? OR BUYER? OR USERS)(S)(DATABASE? OR DATA(-)BASE? OR SERVER? OR DBMS OR ORACLE OR SQL OR WAREHOUSE? OR STORAGE OR STORING)
S6	1412	(SAMPLE OR SAMPLING OR RANDOM?)(3N)(GROUP OR BUNDL? OR CLUSTER)
S7	26269	PRICE
S8	2457	VOTE? OR VOTING
S9	0	(S1:S3) AND S4 AND S5 AND S6 AND S7 AND S8
S10	0	(S1:S3) AND S4 AND S5
S11	0	(S1:S3) AND S4
S12	0	S4 AND S5 AND S6 AND S7 AND S8
S13	1	S4 AND S5
S14	0	S4 AND S5 AND S6 AND S7
S15	30	S7 AND S8
S16	2	S15 AND (S5:S6 OR S1:S4)
S17	0	(S1:S3 OR S7) AND S4 AND (S8 OR ELECTION)
S18	0	(S1:S3 OR S7) AND S5 AND S6 AND (S8 OR ELECTION)
S19	0	(S1:S3 OR S7) AND S6 AND (S8 OR ELECTION)
S20	38	S7 AND (S8 OR ELECTION)
S21	8	S20 NOT S15 *(kw ref)*

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?
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? show files
File   2:INSPEC 1969-2003/Jun W3
           (c) 2003 Institution of Electrical Engineers
File   35:Dissertation Abs Online 1861-2003/May
           (c) 2003 ProQuest Info&Learning
File   65:Inside Conferences 1993-2003/Jun W4
           (c) 2003 BLDSC all rts. reserv.
File   99:Wilson Appl. Sci & Tech Abs 1983-2003/May
           (c) 2003 The HW Wilson Co.
File 233:Internet & Personal Comp. Abs. 1981-2003/May
           (c) 2003 Info. Today Inc.
File 256:SoftBase:Reviews,Companies&Prods. 82-2003/May
           (c)2003 Info.Sources Inc
File 474:New York Times Abs 1969-2003/Jun 25
           (c) 2003 The New York Times
File 475:Wall Street Journal Abs 1973-2003/Jun 25
           (c) 2003 The New York Times
File 583:Gale Group Globalbase(TM) 1986-2002/Dec 13
           (c) 2002 The Gale Group

? ds

Set	Items	Description
S1	374	FIRST()PRICE OR OPTION()PRICE
S2	325	SECOND()PRICE OR USE()PRICE? ?
S3	49	TWO()PRICES
S4	294	USE()RIGHT? ? OR USAGE()RIGHT? ?
S5	8171	(BUNDL? OR GROUP OR CLUSTER)(S)(CONSUMER? OR CUSTOMER? OR - CLIENT? OR SHOPPER? OR BUYER? OR USERS)(S)(DATABASE? OR DATA(-)BASE? OR SERVER? OR DBMS OR ORACLE OR SQL OR WAREHOUSE? OR S-TORAGE OR STORING)
S6	6190	(SAMPLE OR SAMPLING OR RANDOM?)(3N)(GROUP OR BUNDL? OR CLU-STER)
S7	272571	PRICE
S8	109941	VOTE? OR VOTING
S9	0	(S1:S3) AND S4 AND S5 AND S6 AND S7 AND S8
S10	0	(S1:S3) AND S4 AND S5
S11	0	(S1:S3) AND S4
S12	0	S4 AND S5 AND S6 AND S7 AND S8
S13	0	S4 AND S5
S14	0	S4 AND S5 AND S6 AND S7
S15	2022	S7 AND S8
S16	3	S15 AND (S5:S6 OR S1:S4)
S17	0	(S1:S3 OR S7) AND S4 AND (S8 OR ELECTION)
S18	0	(S1:S3 OR S7) AND S5 AND S6 AND (S8 OR ELECTION)
S19	0	(S1:S3 OR S7) AND S6 AND (S8 OR ELECTION)
S20	3178	S7 AND (S8 OR ELECTION)
S21	3	RD S16 (unique items)

? t21/7/all

21/7/1   (Item 1 from file: 35)
DIALOG(R)File 35:Dissertation Abs Online
(c) 2003 ProQuest Info&Learning. All rts. reserv.

01744009 ORDER NO: AADAA-I9972270
Essays in auction theory and political economy
   Author: Cantillon, Estelle S.
   Degree: Ph.D.
   Year: 2000
   Corporate Source/Institution: Harvard University (0084)
   Adviser: Eric Maskin
   Source: VOLUME 61/05-A OF DISSERTATION ABSTRACTS INTERNATIONAL.

126-Jun-0310:53 AM

? b 411

26jun03 10:55:18 User249839 Session D4889.1
$0.00   0.159 DialUnits FileHomeBase
$0.00   Estimated cost FileHomeBase
$0.03   TELNET
$0.03   Estimated cost this search
$0.03   Estimated total session cost   0.159 DialUnits

File 411:DIALINDEX(R)

DIALINDEX(R)
    (c) 2003 The Dialog Corporation plc

*** DIALINDEX search results display in an abbreviated ***
*** format unless you enter the SET DETAIL ON command. ***
? sf all
    You have 553 files in your file list.
    (To see banners, use SHOW FILES command)
? s au=(detering d? or detering, d?) and pric?

Your SELECT statement is:
    s au=(detering d? or detering, d?) and pric?

            Items   File
            -----   ----
    Examined 50 files
    Examined 100 files
    Examined 150 files
    Examined 200 files
            1   340: CLAIMS(R)/US Patent_1950-03/Jun 24
            1   349: PCT FULLTEXT_1979-2002/UB=20030619,UT=20030612
    Examined 250 files
    Examined 300 files
    Examined 350 files
>>>File 581: Truncation not allowed on floating point data
>>>File 581: SELECT not processed for this file.
    Examined 400 files
    Examined 450 files
    Examined 500 files
    Examined 550 files

    2 files have one or more items; file list includes 553 files.
    One or more terms were invalid in 222 files.

? save temp
Temp SearchSave "TD585" stored
? b hits
    26jun03 10:57:45 User249839 Session D4889.2
            $8.14   4.072 DialUnits File411
    $8.14   Estimated cost File411
    $0.70   TELNET
    $8.84   Estimated cost this search
    $8.87   Estimated total session cost   4.231 DialUnits

SYSTEM:OS - DIALOG OneSearch
  File 340:CLAIMS(R)/US Patent 1950-03/Jun 24
        (c) 2003 IFI/CLAIMS(R)
*File 340: The Claims U.S. Patent databases have been reloaded.
 HELP NEWS340 & HELP ALERTS340 for search, display & Alert info.

126-Jun-0311:56 AM

File 349:PCT FULLTEXT 1979-2002/UB=20030619,UT=20030612
        (c) 2003 WIPO/Univentio

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        Set   Items   Description
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? exstd585
>>>SET HILIGHT: use ON, OFF, or 1-5 characters
                2   AU=DETERING D?
                0   AU=DETERING, D?
           34772   PRIC?
    S1          2   AU=(DETERING D? OR DETERING, D?) AND PRIC?
? show files
```

File 340:CLAIMS(R)/US Patent 1950-03/Jun 24
        (c) 2003 IFI/CLAIMS(R)
File 349:PCT FULLTEXT 1979-2002/UB=20030619,UT=20030612
        (c) 2003 WIPO/Univentio

? ds

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Set     Items    Description
S1          2    AU=(DETERING D? OR DETERING, D?) AND PRIC?
? t1/5
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1/5/1   (Item 1 from file: 340)
DIALOG(R)File 340:CLAIMS(R)/US Patent
(c) 2003 IFI/CLAIMS(R). All rts. reserv.

10172619   2002-0116313
E/METHOD OF AUCTIONING ADVERTISING OPPORTUNITIES OF UNCERTAIN AVAILABILITY
Document Type: Utility
Document Type: Patent Application-First Publication
Inventors: **Detering Dietmar**   (DE
Assignee: Unassigned Or Assigned To Individual
Assignee Code: 68000

Kind	Publication Number	Date	Application Number	Date
A1	US 20020116313	20020822	US 2000737018	20001214
			US 2000737018	20001214

Priority Applic:

Abstract: A method of quickly and efficiently determining pricing and
allocation of advertising messages in a diversity of documents to be
presented to a diversity of users with varying degrees of targeting
information known about them. A database of individual users' profiles is
maintained. Profiles may contain information about users' demographics,
interests, and behavior patterns. Advertisers place bids on reaching users.
Bids are collected and stored until a user requests a document that can be
combined with an advertising message to be presented to user. Then,
different bids of reaching that user are compared to determine the winning
bid, serve the advertising message, and to determine the price to be paid
by the winning advertiser. Means are.provided to make bids react
dynamically on the content of the requested documents and on the overall
schedule of reaching users repeatedly, to discount bids if advertising
message is likely to be undesirable, and to allocate advertising messages
into documents provided by third parties.

Exemplary Claim: D R A W I N G

    1. A method of selling advertising opportunities, said method

comprising the steps of: a) arranging a database of profiling information about users relating to their demographics, interests, and/or behavior patterns; b) offering to advertisers the opportunity to reach desired types of users from that database, each advertiser specifying the advertising message, his preference for the number and desired criteria of users to be reached, and other conditions of the desired campaign; c) determining a choice of users who sufficiently match the criteria as specified by the advertiser and presenting at least a selection or a summary of data about said choice of users to said advertiser, said data also being able to indicate the degree to which a member of said choice matches the advertiser's preferences; d) eliciting and recording, from the advertiser, **price** bids of what he is willing to pay to reach each member of said choice with his message; e) aggregating and storing currently competing bids of all participating advertisers to reach a same user with an advertising message in that user's bid account; f) determining the advertising message with the highest bid each time that a corresponding user can be presented with an advertising message; g) exposing the winning advertising message to the user; h) billing the winning advertiser the due fee as calculated according to the applied auction rules; and i) updating the user's bid account according to the auction rules and the conditions of the campaign specified by the winning bidder.

Class: 705037000
Class Cross Ref: 705014000
IPC: G06F-017/60 (Edition 07)
?